

# What is the Farmer of the Future?

Mark Scholl: ENTIRA

George Czapar: University of Illinois Extension

Eric Rund: International AGtivities

William Kramer: Rutgers University

March 6, 2009

Joint Area Centers Symposium

What is the farmer of the future?  
...and where will they go for information?

George Czapar  
University of Illinois Extension

March 6, 2009  
Joint Area Centers Symposium



United States  
Department of  
Agriculture

# USDA Agricultural Projections to 2018

Office of  
Chief Economist

World Agricultural  
Outlook

Long-term  
Projections  
OCE-2009

February 4, 2009



## Search the Census

Ag. Census

- Advanced Search
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## Census Years

- 2012 Census
- 2007 Census
- 2002 Census
- 1997 Census
- 1992 Census
- Historical Years

## Census by State

Select a State

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# 2007 CENSUS OF AGRICULTURE

Results of the 2007 Census of Agriculture were released February 4, 2009.

## Census Highlights

[More](#)

[VIDEO: Census Feature Story](#)

[Census Shows Growing Diversity in U.S. Farming](#)

[VIDEO: 2007 Census Data Release](#)

[Census Data Release PowerPoint Presentation](#)

[Fact Sheets: Farm Numbers](#) | [Demographics](#) | [Economics](#)

## I Want To...

- [Fill out my questionnaire online](#)
- [Find the most recent Census publication](#)
- [Make sure I'm counted](#)
- [See a sample Census questionnaire](#)
- [Find data from historical Census years](#)
- [Find educational materials related to the 2007 Census](#)

## Syndication

[XML](#) [RSS 2.0](#)

[Census of Agriculture Audio Broadcasts](#)

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The new landscape of American agriculture.

2007 CENSUS OF  
**AGRICULTURE**  
**DATA RELEASE**



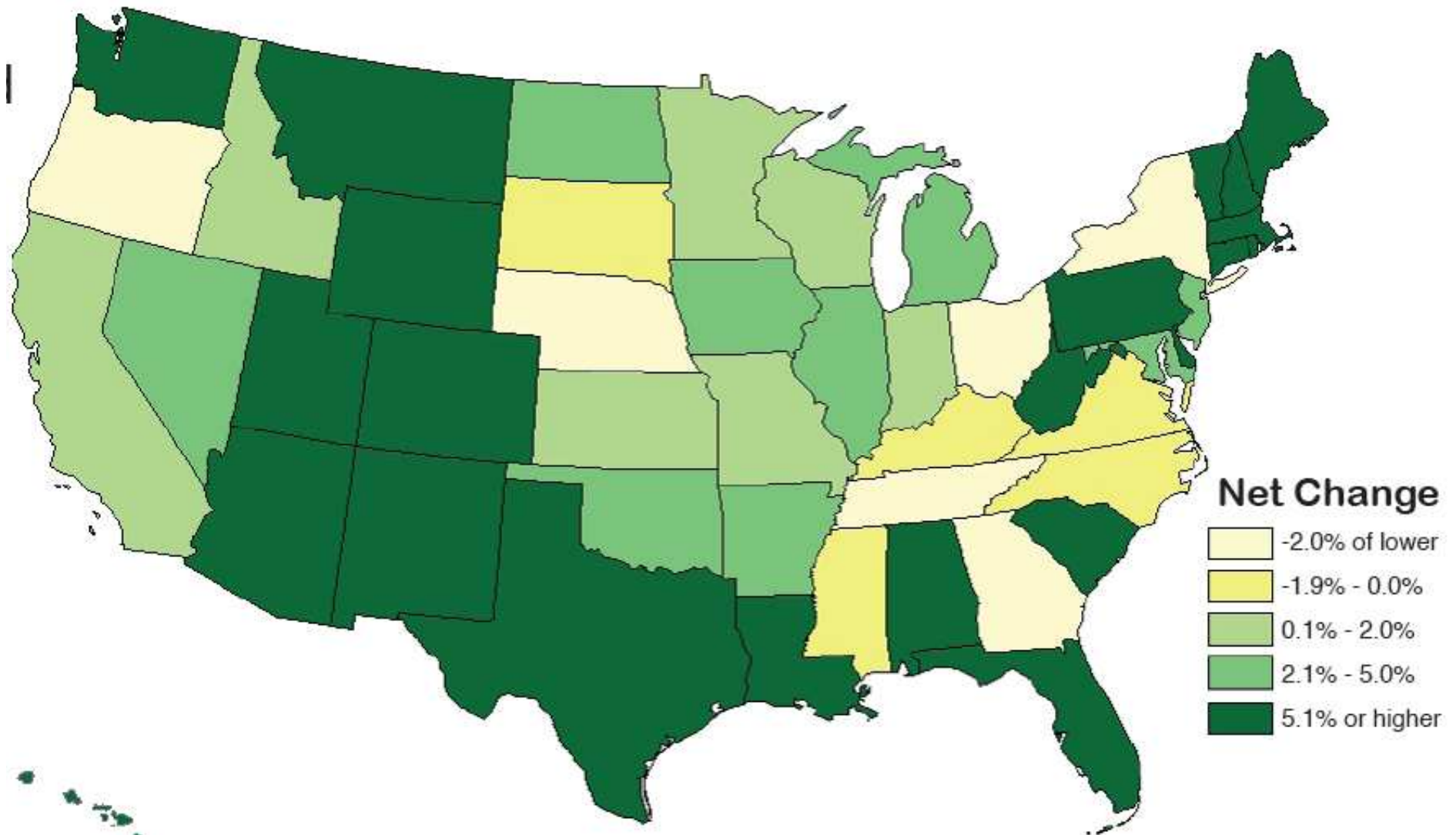
# Farm Numbers

A farm is any place from which \$1,000 or more of agricultural products were produced or sold, or normally would have been sold, during the Census year.

- 2,204,792 farms & ranches
- 4 percent more than 2002

2007 Census of Agriculture

## Change in Number of Farms, 2002 to 2007

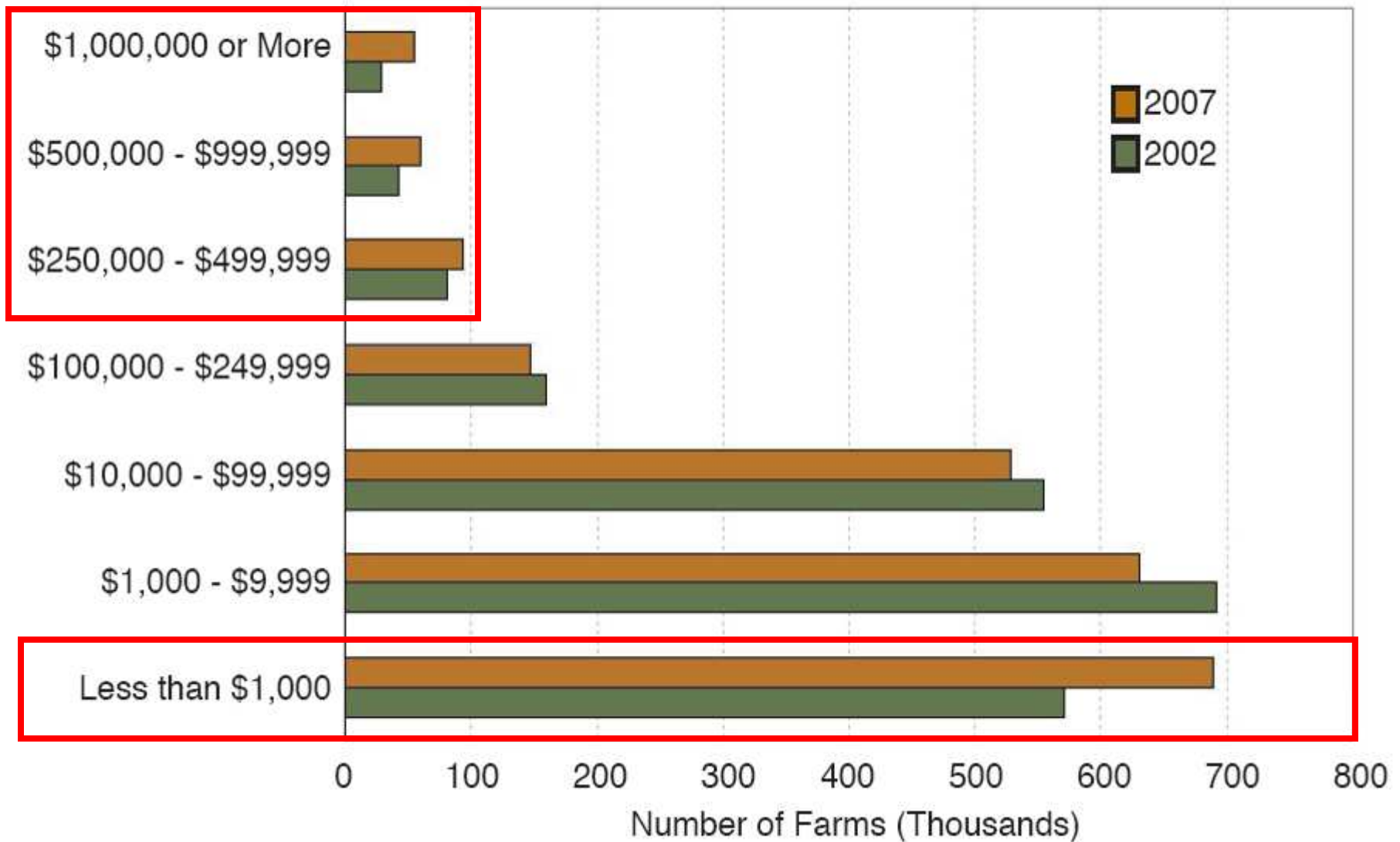


2007 Census of Agriculture

	All Farms	New Farms
Percent of Total	100%	13%
Average Size	418 acres	<u>201 acres</u>
Average Value of Products Sold	\$135,000	\$71,000
Sales and Government Payments <\$10,000	58%	73%
Average Age of Operator	57	<u>48</u>
Farming as Primary Occupation	45%	<u>33%</u>

2007 Census of Agriculture

## Number of Farms by Sales Class



2007 Census of Agriculture



In 2002, 144,000 farms produced 75% of the value of U.S. agricultural production.

In 2007, 125,000 farms produced 75% of the value of U.S. agricultural production.

6% of farms

2007 Census of Agriculture

# What's New in 2007?

	# of Farms
<b>Organic Production</b>	20,437
<b>Generated Energy On-Farm</b>	23,451
<b>Marketed Through Community Supported Agriculture</b>	12,549



2007 CENSUS OF  
**AGRICULTURE**

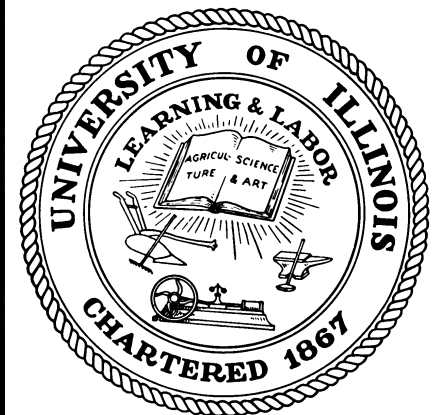
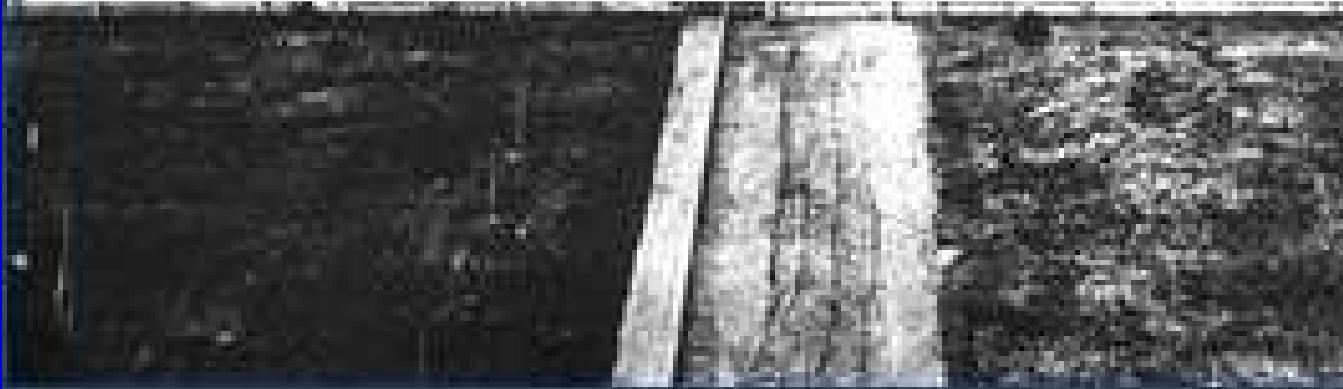
# Sources of Information



1867: Land Grant College  
Teach Agriculture and Mechanical Arts

1887: Establish Agricultural Experiment Stations

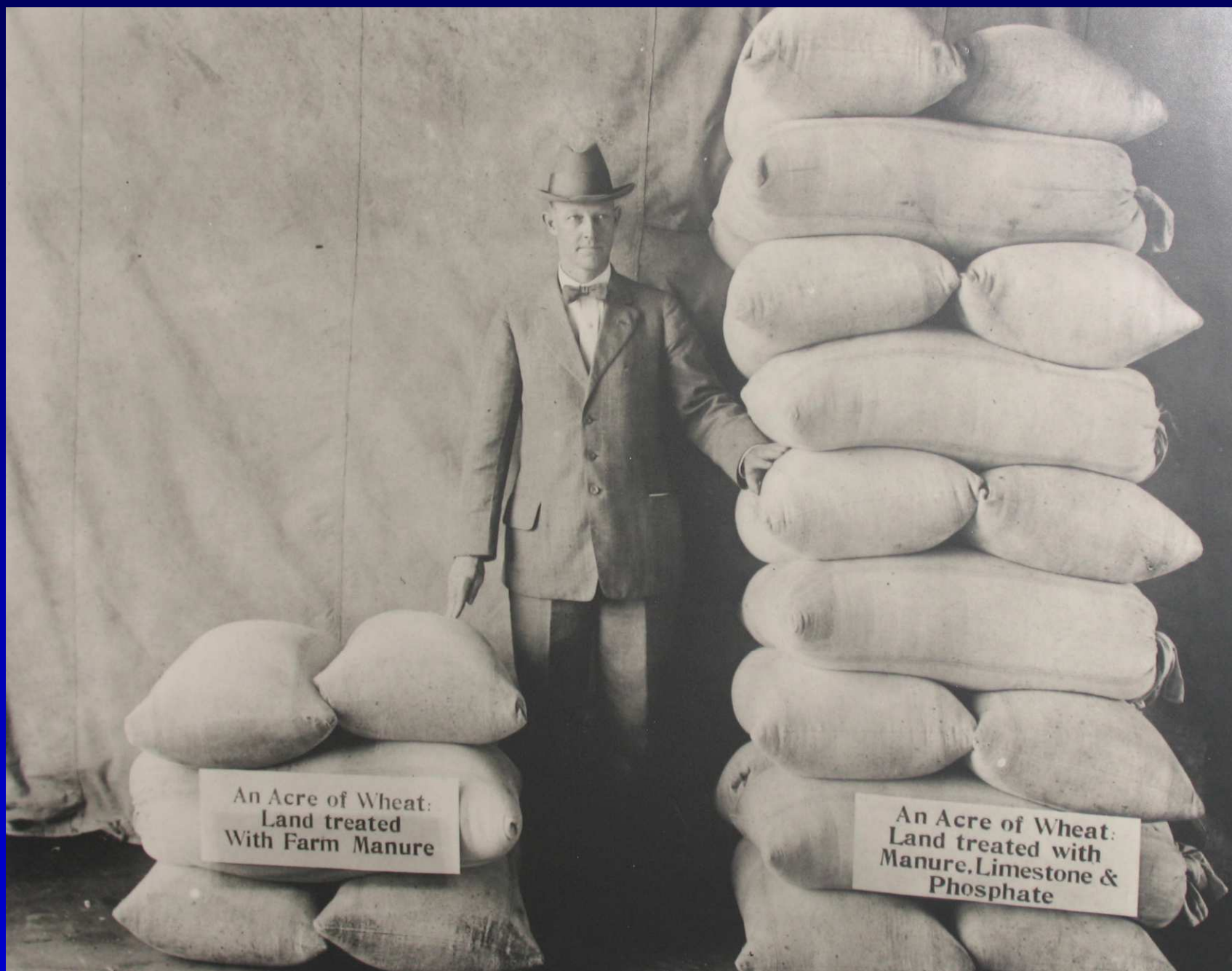
1914: Establish Cooperative Extension (Outreach)











University of Illinois Archives





UNIVERSITY OF ILLINOIS  
**EXTENSION**

*"Your Doorway to the University"*

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(Staff Only)**

*Discover University of Illinois Extension*



Awesome! Fabulous! Amazing! These were words used by some of the young people who participated in the third annual cultural exchange bringing youth from the Chicagoland area and youth from other parts of the state together to learn about each other, as well as the many cultures found in Chicago. [Learn more...](#)

**Urban Programs**

**En Español**

*Learn more about....*



**4-H & Youth >**



**1615 Commercial Agriculture >**



**Horticulture >**



**Home & Families >**



**Schools Online >**



**Natural Resources & Environment >**



**Nutrition & Health >**



**Community &  
Economic Development >**



**Podcasts >**

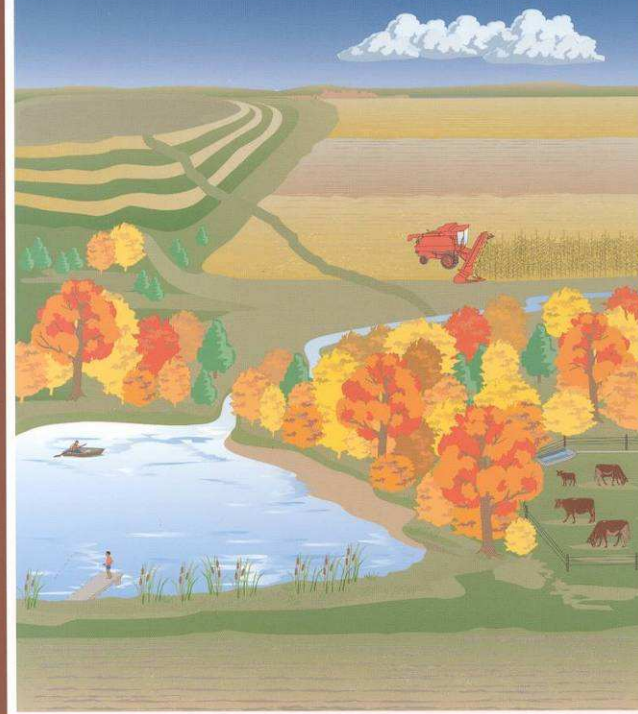


**Energy >**

*This  
LAND*

**60  
WAYS**

**Farmers Can Protect Surface Water**



North Central Regional Extension Publication 589

**Emotional Response to Siblings**

# Sources of Information

Agrichemical retailers

Seed suppliers

Consultants

Farm managers

Certified Crop Advisors (CCAs)



# Sources of Information

Illinois growers rely heavily on agrichemical dealers and consultants for making pest management decisions, while a small percentage of growers base their pest management decisions directly on university recommendations.

Czapar, Curry, and Gray. 1995. Survey of integrated pest management practices in central Illinois. *Journal of Production Agriculture* 8:483-486.

# Sources of Information

Farm supply/chemical dealers were identified as the primary source of pest management information for 70% of the corn acres and 79% of the soybean acres in the North Central Region.

Economic Research Service, USDA, 1999



# Sources of Information

Agrichemical retailers identified university research/Extension as primary sources of information.

Czapar, Curry, and Brink. 2002. Pest management recommendations and water quality concerns: An Illinois agribusiness perspective. *Weed Technology* 16:440-443.

# Illinois Certified Crop Advisor (CCA) Conference

## December, 2008

How useful are the following information sources for making crop management decisions or customer recommendations?

Source
Manufacturer/Industry
Farm Organizations
University Research/Extension
Company training programs
Co-workers/neighbors
Internet
Magazines/Papers

1 = Low

5 = High

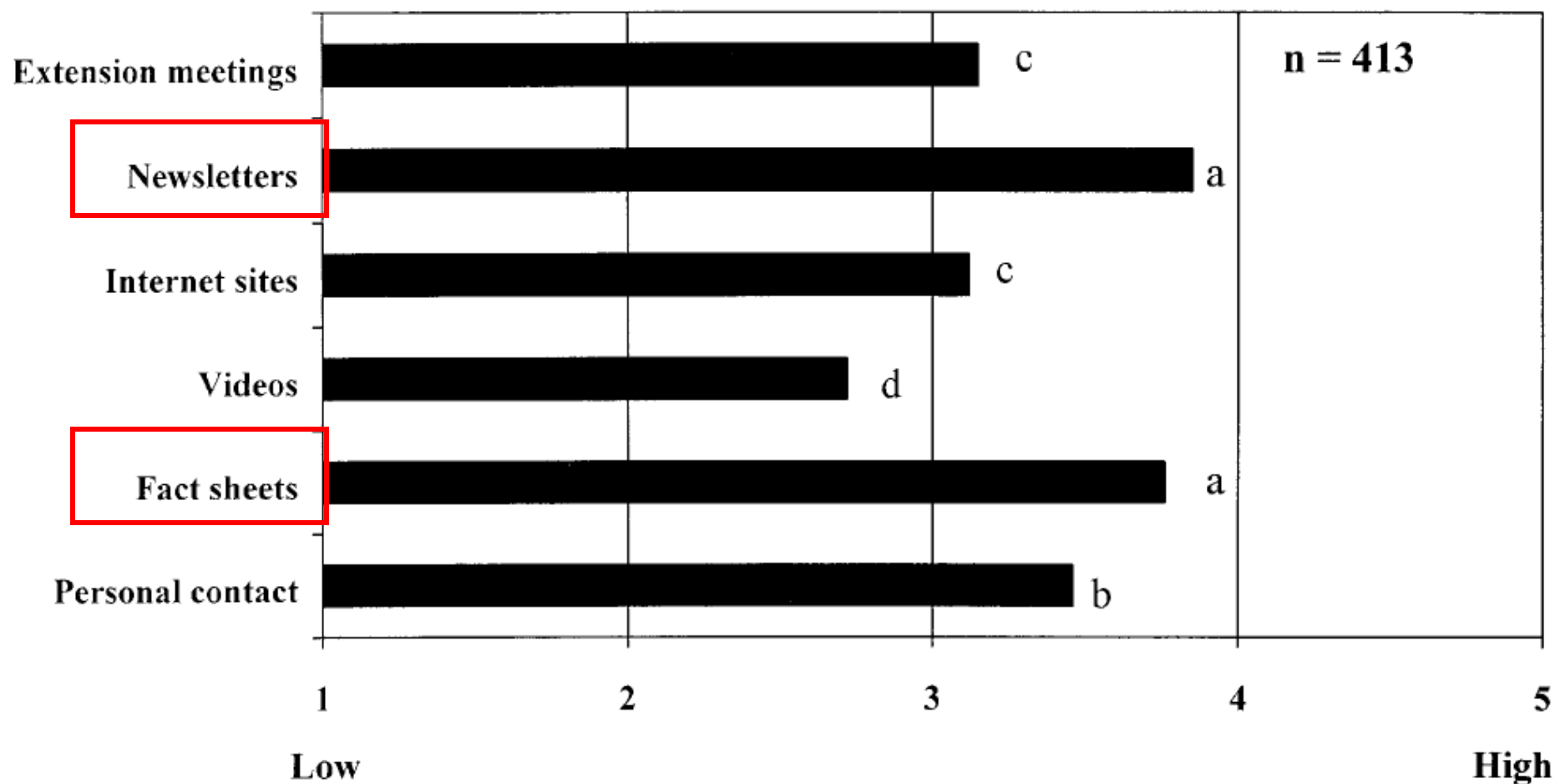
N=211

# Types of information

Rank the following types of university programs as  
useful to dealers and applicators?

Low    1                      2

- |                          |  |   |                          |
|--------------------------|--|---|--------------------------|
| Extension meetings ..... | -1 <input checked="" type="checkbox"/> | <input type="checkbox"/> 1 .....            | <input type="checkbox"/> |
| Newsletters .....        |  | <input type="checkbox"/> 1 .....            | <input type="checkbox"/> |
| Internet sites .....     |  | <input checked="" type="checkbox"/> 1 ..... | <input type="checkbox"/> |
| Videos .....             |  | <input type="checkbox"/> 1 .....            | <input type="checkbox"/> |
| Fact sheets .....        |  | <input type="checkbox"/> 1 .....            | <input type="checkbox"/> |
| Personal contact .....   |  | <input type="checkbox"/> 1 .....            | <input type="checkbox"/> |
| Other _____              |  | <input type="checkbox"/> 1 .....            | <input type="checkbox"/> |

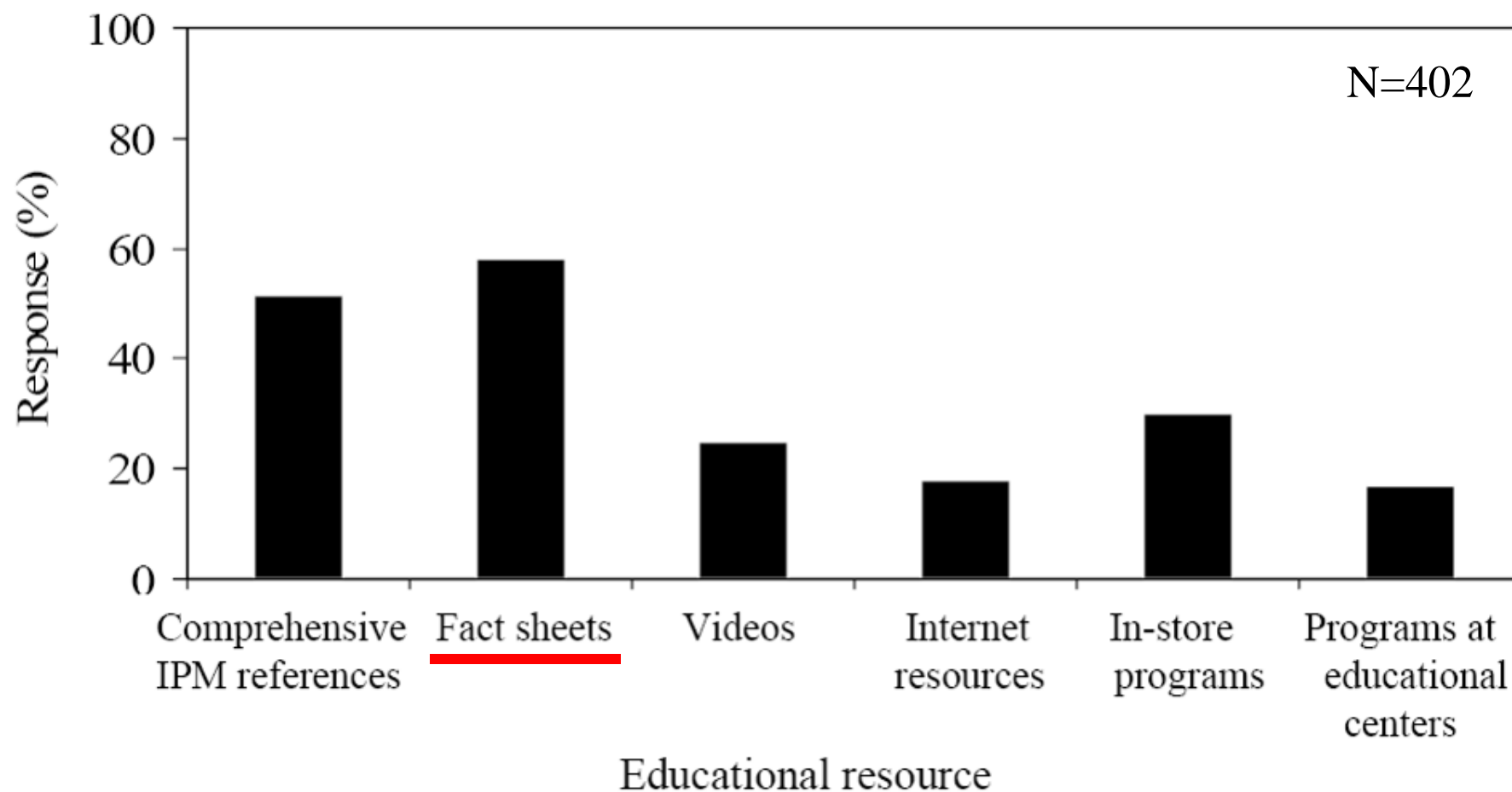


*Figure 1.* University programs and resources that were identified as being useful to agrichemical retailers. Means followed by the same letter are not significantly different ( $P < 0.01$ ) based on PROC Mixed analysis.

Pest management recommendations and water quality concerns: An Illinois agribusiness perspective. 2002. *Weed Technology* 16:440-443.



## Educational resources identified as most useful to store employees



Czapar, Curry, and Cloyd. 2007. Educational needs and customer service practices of retail stores that sell pesticides in Illinois. HortTechnology January-March 17(1):115-119.

# Information needs in the future

Energy crops

Equipment technology (Robotics)

Improved crop genetics (Yields and inputs)

Globalization of trade

Diverse markets

**Need for Specialized Information**

# ILLINOIS WINE

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## *Welcome to Illinois Wine Country*

Illinois Wines have won acclaim in state, national and international competitions. First established in the 1700s, Illinois' historic wine country encourages visitors to rediscover their passion for American wines. From friendly vintners and affordable prices to unique varietals and award-winning wines, the more than 72 wineries across Illinois offer an enjoyable, close-to-home getaway.



Click on the map above to see wineries  
a selected region or click here to view wine shops.

<http://www.illinoiswine.com>

	<u>1997</u>	<u>2002</u>	<u>2007</u>
Illinois Vineyards	195	271	316

Census of Agriculture



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### Who we are



Woods' have been active and teacher. They envision through successful entre



are committed to the pro environmentally, socially table."

#### Steak Entrees

[Steak Choices](#)  
[Steak Bundles](#)  
[Steak Primals](#)  
[Steak Gift Boxes](#)

#### Beef Jerky, Franks, Sausage, Bacon & Pemmican

[Beef & Pork Bacon](#)  
[Plain Franks](#)  
[Sugar Free Franks](#)  
[Beef Jerky](#)  
[Beef & Pork Sausage - Nitrate Free](#)  
[Beef Organ Sausages](#)  
[Beef Pemmican & Snack Sticks](#)

#### Ground Beef and Beef Patties

[Patties](#)  
[Burger](#)  
[Burger Bundles](#)  
[Pattie Bundles](#)

#### Beef Roasts

#### Holiday Gift Packages

#### Fresh Chilled Beef

[Fresh Steak Packages](#)  
[Fresh Roast & Burger Bundle](#)  
[Fresh Burger](#)  
[Fresh Sub-primal](#)

#### Pre-cooked Entrees

### Search Results

Found 12 product(s) for 87 beef (1-12 of 12)

#### Beef Roasts

##### [Box 87L - Bottom Round Roast Bundle - 27 lbs.](#)



One of US Wellness families favorite roasts is now available in a wholesale box. The bottom round has outstanding flavor and character. Buy in bulk and save.

**PRICE: \$179.92**

**(\$7.50 handling fee per complete order regardless of item count.)**

Quantity

Add To Shopping Cart

#### Ground Beef and Beef Patties

##### [87% Lean Beef Patties - 2 six ounce patties](#)



87% lean grass-fed beef patties combine health, flavor, and convenience. Two 6-ounce burger patties per package, rich in CLA and Omega 3.

**PRICE: \$5.19**

**(\$7.50 handling fee per complete order regardless of item count.)**

Quantity

Add To Shopping Cart



# Illinois Wind Farm Projects



## **Wind Energy 101: From a Landowner's Perspective**

**Friday, February 13, 2009 - TWO Locations:**

**Champaign County Extension Office — Program 8:30 AM - 11:00 AM**

**Livingston County Extension Office — Program 2:00 PM - 4:30 PM**

**Heard there is interest in your area? Have you been approached by a developer?**

Join us for this introductory program on how landowners and the community can effectively work with wind energy developers from start to finish. Coordinated by the Illinois Wind Working Group, and University of Illinois Extension, Wind Energy 101 will feature University educators and industry professionals. The program will answer questions about how wind energy developments effect landowners, what landowners should expect, and best practices for landowners to follow when working with developers.



## Need for Specialized Information

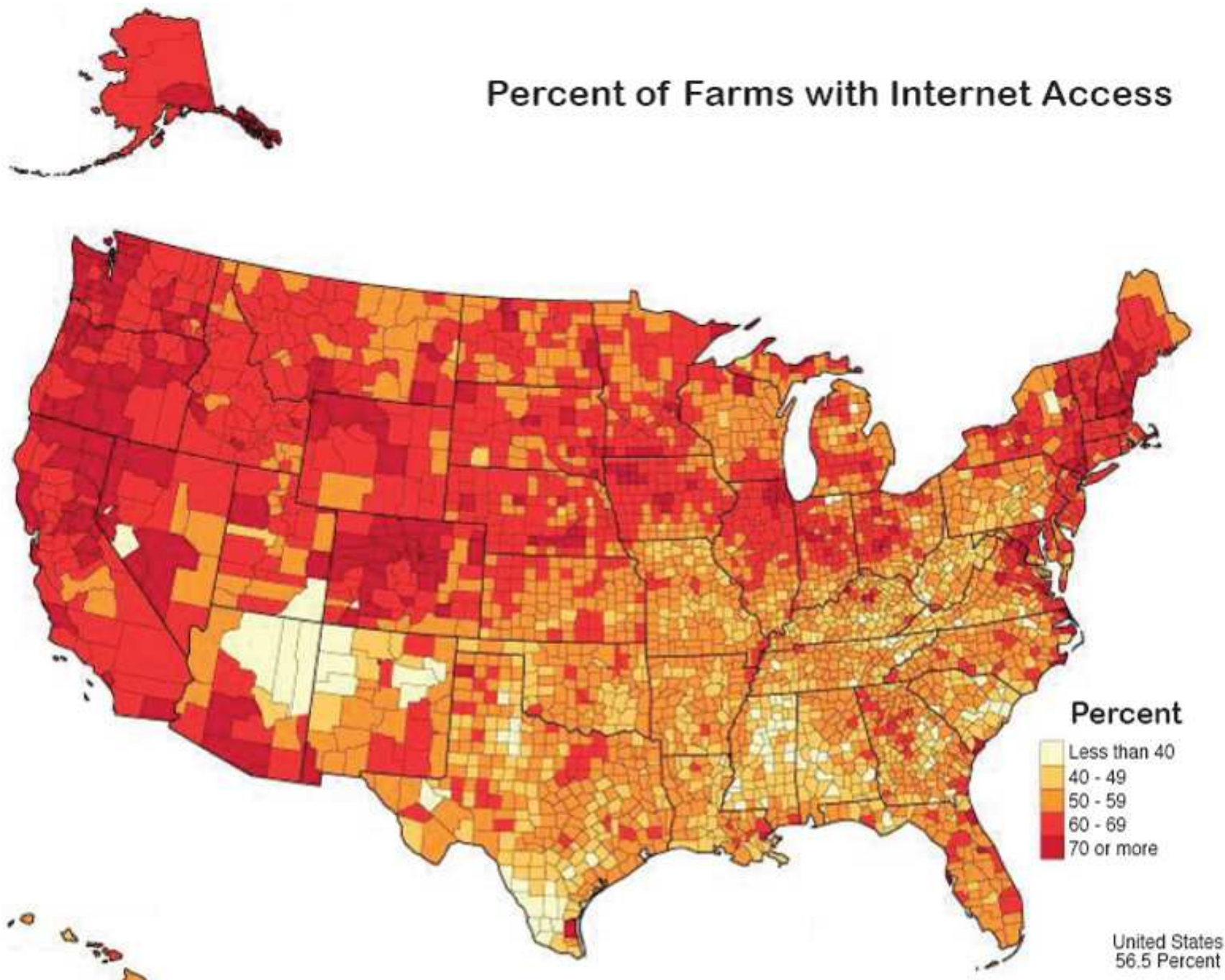
Increase of high speed internet to rural areas

## 2007 Census of Agriculture

57 percent of all farms have internet access

Increase of 7 percent from 2002

## Percent of Farms with Internet Access



2007 Census of Agriculture

Need for Specialized Information

High speed internet to rural areas

Information

Credible/Reliable

Research based

Available on demand

Provide summaries (Fact sheets/Newsletters)

Offer in-depth educational opportunities



# Illinois Small Farms

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Research and Education](#)[Sustainable Ag Tours](#)[Reaping the Rewards of Our  
SARE Investment Workshop](#)[A Renewed Opportunity  
Workshops](#)[5th National Small Farm  
Conference](#)[Illinois Agritourism](#)[eXtension](#)[Contact Us](#)

## Welcome

Illinois Small Farms provides information for the commercial small farmer as well as the small acreage landowner. The purpose of this website is to provide easy access to information for small-scale farmers and those who work with them.

## What's New

### National Small Farm Conference – Call for Presentations

URBANA – The 5th National Small Farm Conference will be held September 15 to 17 in Springfield. The deadline for submitting abstracts for presentations and posters is Friday, March 13. The conference is hosted by University of Illinois Extension.

Online submissions are encouraged. Visit

[http://www.conferences.uiuc.edu/  
conferences/conferenceviewer2/view.cfm?conf=20033](http://www.conferences.uiuc.edu/conferences/conferenceviewer2/view.cfm?conf=20033)

If online submission is not possible, contact Rosannah Taylor (202-720-9354; [rosannah\\_taylor@nass.usda.gov](mailto:rosannah_taylor@nass.usda.gov)).

Proposals that address one or more of the topic areas below will be considered. Special consideration will be given to new insights, techniques, or approaches in addressing each of these general topics.

<http://web.extension.uiuc.edu/smallfarm>

- Meeting the Needs of Small and Beginning, Underserved and Diverse




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[Headlines ▼](#)
[Last 60 Days ▶](#)

## Corn and Soybean Basis Risk (2/23/2009)

For much of 2007 and 2008, corn and soybean basis levels in Illinois and many other producing regions were unusually weak. [More...](#)

## 2009 Crop Insurance Changes Suggest Considering Either Grip or Enterprise Units and BE for CRC and RA-HP (2/13/2009)

Changes to crop insurance will lower premiums for enterprise units on CRC and RA products. The Biotech Endorsement has been expanded to include more hybrids. [More...](#)

## The ACRE Decision (2/5/2009)

The 2008 Farm Bill gives a choice on how Federal commodity payments can be received. [More...](#)

## Empirical Confidence Intervals for WASDE Forecasts of Corn, Soybean, and Wheat Prices (1/9/2009)

This study investigates empirical methods of generating prediction intervals for WASDE corn, soybean, and wheat prices over 2006/07 marketing years.

[In the Spotlight ▼](#)

## 2008 Farm Bill Meetings

The Illinois Farm Bureau and the University of Illinois have teamed up to offer a comprehensive one-day seminar on the implications of the 2008 Farm Bill for your risk management decisions. Register now for a meeting near you.

[Locations, Dates and Registration](#)
[Click for More](#)

## FAST Training: Winter 2009

A workshop focused on making informed decisions using your computer and spreadsheet tools developed by the University of Illinois farmdoc team.

[Locations, Dates and Registration](#)
[Click for More](#)
[Prices & Weather ▼](#)
[Central IL Corn](#)
[Central IL Soybeans](#)


**\$3.405 -11.0c** as of 2/27/2009

[Announcements ▼](#)
[Last 60 Days ▶](#)

► [Crop Insurance Tools for 2009 Spring-Deadline Crops Now Available \*\*NEW!\*\*](#)

► [Proceedings of 2008 Illinois Farm Economics Summit](#)

► [Illinois Farm Economics Update: Impact of the Current Financial Crisis on the Agricultural Economy](#)



Agricultural  
and  
Consumer  
Economics

[visit farm gate ▶](#)

<http://www.farmdoc.uiuc.edu>



## Responsible Pest Management for Retailers

### Welcome to Responsible Pest Management for Retailers

Most successful plant care programs use a combination of practices for dealing with pest problems. Pesticides are only one approach for pest control, and if pesticides are used, they must be applied correctly and safely.

Not all pesticides work the same – some weed killers will kill everything while others target specific plants. As a retailer, working with the public and with pesticides, it is important that you understand the products and what they can and can't do.

This training will take you through the various aspects of Integrated Pest Management (IPM) and pesticides. You'll learn how to better understand the label, make sure the display area is safe, and help your customers choose the most effective pest management controls.

You'll need to [register](#) to begin this course. After successfully finishing all of the training components, you will be able to print out a certificate of completion.



#### Integrated Pest Management

Integrated Pest Management (IPM) is a practical and environmentally sound approach for controlling pests in the home, yard and garden. Customers ask for control recommendations. To offer responsible pest management options you need to understand the type of pest and control options.

### Login

Username (or email):

Password:

Login

[Register for access](#)

[Lost your password?](#)

### Training Components

- ☐ Integrated Pest Management
- ☐ Understanding Pesticides
- ☐ Understanding Labels
- ☐ Human Pesticide Protection
- ☐ Store Safety





# Crop Sciences

College of Agricultural, Consumer, and Environmental Sciences  
University of Illinois at Urbana-Champaign

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## About Us



## Overview

The Off-Campus  
through par  
class may be

The OCGS P  
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neighboring  
program in  
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Courses in t  
**Agricultural**  
anyone with

## Course Of

**Spring 200**

CPSC 418, Cr  
CPSC 588, PI  
NRES 488, Sc

### lluminate Live! - CPSC 426 FALL 2008

File Session View Tools Window Help



#### Participants

Participants
AO-Admin (Moderat...
George Czapar (Mod...

39 Participants

#### Chat

Show

E  
J

Send to

#### Audio - George Czapar

Talk

#### Whiteboard - Main Room

Slide60 ☐ Follow Moderator

- Herbicide Injury
- Pattern of Damage
  - Entire field affected
  - Row effect
- Crop variety
- Tillage effects
- Weed Species Affected
- Environmental Conditions

1:38:17

In session for 1 hour, 38 minutes.



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